

Table 5. U.S. Retail Trade Sales¹ - Total and E-commerce: 2008 and 2007

[Estimates are based on data from the 2008 Annual Retail Trade Survey. Sales estimates are shown in millions of dollars, consequently industry group estimates may not be additive. Estimated measures of sampling variability for these estimates are provided in Table 5A]

NAICS Code	Description	Value of Sales				Y/Y Percent Change		E-commerce as Percent of Total Sales		Percent Distribution of E-commerce Sales
		2008		2007		Total Sales	E-commerce Sales	2008	2007	2008
		Total Sales	E-commerce	Revised Total Sales	Revised E-Commerce					
	Total Retail Trade	3,959,157	141,890	4,005,248	137,344	-1.2	3.3	3.6	3.4	100.0
441	Motor vehicles and parts dealers	788,657	19,996	911,165	23,648	-13.4	-15.4	2.5	2.6	14.1
442	Furniture and home furnishings stores	101,059	(S)	111,152	(S)	-9.1	(S)	(S)	(S)	(S)
443	Electronics and appliance stores	109,086	1,164	110,706	1,132	-1.5	2.8	1.1	1.0	0.8
444	Building materials and garden equipment and supplies stores	306,667	546	322,005	537	-4.8	1.7	0.2	0.2	0.4
445	Food and beverage stores	573,619	888	548,934	1,002	4.5	-11.4	0.2	0.2	0.6
446	Health and personal care stores	247,308	(S)	237,798	279	4.0	(S)	(S)	0.1	(S)
447	Gasoline stations	499,366	(ZZ)	451,364	(ZZ)	10.6	(Z)	(Z)	(Z)	(Z)
448	Clothing and clothing accessories stores	216,584	2,539	221,622	2,061	-2.3	23.2	1.2	0.9	1.8
451	Sporting goods, hobby, book, and music stores	84,067	1,977	84,994	1,554	-1.1	27.2	2.4	1.8	1.4
452	General merchandise stores	596,935	175	578,920	(S)	3.1	(S)	(Z)	(S)	0.1
453	Miscellaneous store retailers	115,871	2,068	118,147	2,046	-1.9	1.1	1.8	1.7	1.5
454	Nonstore retailers	319,938	110,925	308,441	103,978	3.7	6.7	34.7	33.7	78.2
4541	Electronic shopping and mail-order houses	227,084	106,821	222,464	99,978	2.1	6.8	47.0	44.9	75.3

(S) Estimate does not meet publication standards because of high sampling variability (coefficient of variation is greater than 30%) or poor response quality (total quantity response rate is less than 50%). For a description of publication standards and the total quantity response rate, see <http://www.census.gov/quality/S20-0_v1.0_Data_Release.pdf>.

(Z) Estimate is less than 0.05%.

(ZZ) Estimate is less than \$500,000.

Note: Retail total and other subsector totals may include data for kinds of business not shown. Estimates have not been adjusted for price changes. For additional information on confidentiality protection, sampling error, nonsampling error, sample design, and definitions see <<http://www.census.gov/svsd/www/artstbl.html>>.

¹ Estimates include data for businesses with or without paid employees and are subject to revision.

Source: U.S. Census Bureau, 2008 Annual Retail Trade Survey